The purpose of this thesis is to demonstrate the evolution of product semantics and its options in interactive system's design. This paper focuses on characteristics the emerge of product semantics and areas from which it derives. It also describes current methods of testing usability of interfaces that are optimalized by product semantics. Analyticcal part consists from interface analysis, testing using knowledge from product semantics and evaluation. Conclusion of this thesis is devoted to a concept proposal of design methodology using the knowledge from product semantics.